

Tips for Persuasive Presentations

How to design and give powerful speeches

Tips-for-Persuasive-Presentations

© Dr. Günter Umbach www.umbachpartner.com

Help you

- Give effective presentations
- Increase your impact
- Enhance your communication skills
- Engage your audience



Give a performance

The impression you want to create

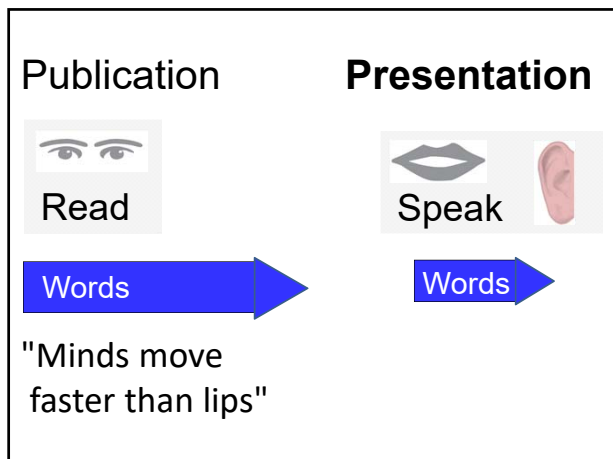
How do you want to come across?

...

Competent and confident,
but **not** overconfident ...

Make your audience feel

- important
- understood
- comfortable ...



Your in-person presentation is

five

times as effective as people reading publications ...

Your Job is ***not***

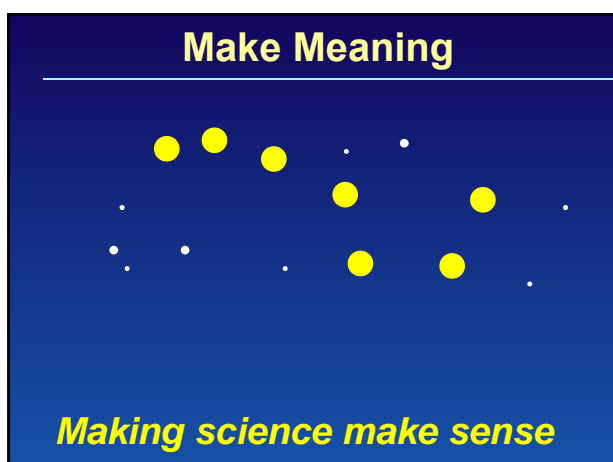
just to give large amounts of data

(People can read the publications)

...

... to give

- explanations
What is the underlying mechanism?
- insights
Why this is happening?
- advice
What are the implications?



Mindset

"All the world is a stage"



We are
not actors

electrifying or
extravagant
performances

but we can learn from actors

Architecture

Chronological Sequence



Before



During



After

Prepare



Before

Arrive early

(the evening before)

Part of Your Preparation



Rehearse your
answers to
questions that
might be asked

In case you must present longer

Have one chart with the
3 most frequent questions

Your Technical Back-up

- Bring your USB stick
- Email charts to yourself
- Store charts in the cloud

Ensure technical equipment

- Laptop
- Cables
- Adapters
(VGA, HDMI, Display Port)
- Large audience: Microphone

Do *not* rely on wifi

Your internet connection
might work fine - until ...

hundreds of people switch on their
smartphones and suck up bandwidth

- ➡ Wired broadband connection
(ethernet cable)
- ➡ Store files (e.g. videos) locally

Consider a Flip Chart

For smaller audiences

Flip Chart

Ensure it is put in the right
place before you start



Bring your own marker pen:
blue or black
(no yellow or green colour)

Turn off



Before Your Presentation
Speak to

- Chairperson
- Co-speakers ...

Connect to

Members of the audience



"Networking"

For Smaller Groups

*Mention a conversation you
Had before your presentation*

"I just talked to ..."



During

Tips for the
Stage / Platform



Watch your steps
(entering and leaving)



When possible



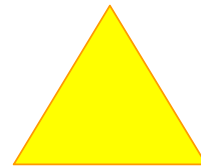
Get out from
behind the
lectern

"Barrier between you
and the audience"

Pace

Speak slowly

Impact



Golden Triangle



"3 Drivers"

- **Content** Scientific data
- **Modes of Expression**
How you articulate and illustrate
- **Delivery**
"Stage Performance"

Introduction

~~I am happy to
present to you~~

Let us
look at

~~Is the micro-
phone on?~~

Build Rapport

Create an emotional connection to the audience ...

A sense of belonging to the same community

...

Example

Mention something that both you and your audience share:

Say something that you have in common ...

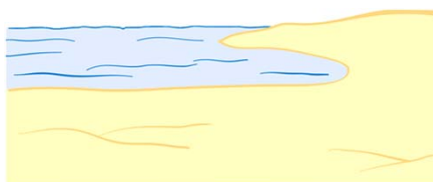
Trust

Example

Profession

"Since we are all physicians ...

Flood of data



Attention



Start

Arouse Curiosity



Start

Poor example

~~"We did a study"~~

Rhetorical options

Question



Answer

Example

"The Research Question ..."

Ask a rhetorical question

Example

"Should we really treat
all patients with ... ?"

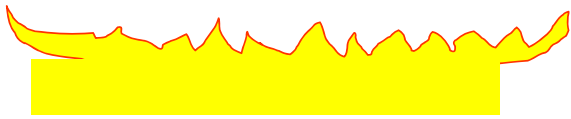
"The answer: It depends ..."

Challenge



Solution

Example



The problem we face ...

Past

Before



Present

After

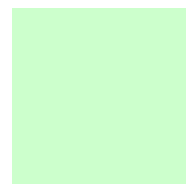
Example

Until recently, the
conventional treatment was
...
Now there is a new option

Baseline



Improvement



You are
filling a gap

Other Interesting Titles



Example

"Update and new trends ..."

Example

"3 Myths about ..."

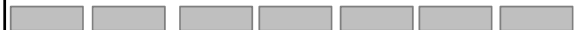
Main Pitfall



Presenting more
than necessary

Do **not** pack too much content
into your presentation

Spreading content too thin



Resist the temptation
to present many details



"Everything is important"

Eliminate
what is non-essential

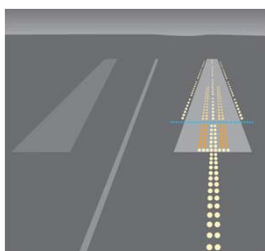
=

Reduce
distracting details

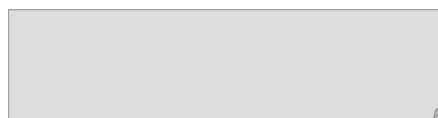
The Verbal Part of Your Presentation



Your Audience



Words



Choose carefully

Nephrologists:

Kidneys, renal function,
Glomerular filtration rate ...

Cardiologists:

Heart, vessels, cardiovascular
function, ejection fraction ...



**Make the message positive:
Use affirmative statements**

~~There is no other way ...~~

➔ There is only one way ...

-



+

No negative
effect on the
metabolism

Metabolically
neutral

?

-



10% of patients
die within 5 years

90% of patients
are alive after
5 years

[Dr. med. Günter Umbach – Bonn]

-



+

Exemplar
reduces
mortality

Exemplar
prolongs
survival

-

+

Fewer side
effects

Better
tolerability

Attractive Headlines

- Analysis
- Results
- Summary
- Conclusions
- Lessons learned

One option is 20% superior

?	?	Clear
20% difference	20% increase	20% improve- ment

Alternatives to 'Prove'

Validate
Document
Confirm
Highlight
Support
Emphasize
Underline

Impact

People should be able
to read your charts



Charts

Most frequent mistake

Poor legibility

Most frequent reason:

Font size **too small** ...

Font size too small

Type of Typography

~~Rare
Fonts~~

Common Fonts

Arial

Calibri

Tahoma

Microsoft Sans Serif

Negative Typography



Positive Typography

~~CAPITALS~~

THIS TRIAL CONFIRMS THAT
SUBSTANTIN CAN IMPROVE ...

Use upper and lower
case letters

This trial confirms that
substantin can improve ...

*This trial confirms that substantin
can improve ..*

Stay away from *italic* style

This trial confirms that substantin
can improve ...

This trial confirms that substantin
can improve ...

Avoid underlining

This trial confirms that substantin
can improve ...

This trial confirms that substantin
can improve ...

Use line spacing > 1.1

This trial confirms that substantin
can improve ...

Colours

Light-coloured letters on a
light-coloured background
are difficult to read



Ensure sufficient contrast

~~Some people love
backgrounds
(wallpaper style)~~



Use a white or light
background

Best Number
of Bullet Points

-
-
-

"Triplet" ...

Second
Best Number
of Bullet Points

-
-
-
-
-

Diagrams

Do **not** read your slides ...

They are called visual
aids for a reason ...

Ways to express your content in your charts

Ask: Essential Charts

Which 20% of my charts produce 80% of the impact that I wish to generate?

Speed of processing information

Text	Slow
Table	Medium
Diagram	Rapid
Image	Very rapid

Example One, Version 1

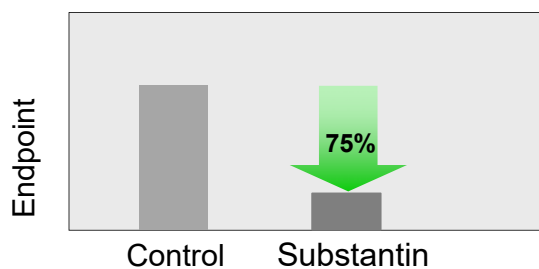
Substantin reduces endpoint by 75% (from 100 to 25), compared to the control group.

Example One, Version 2

Endpoint

Control	Substantin
100	25

Example One, Version 3



Example Two, Version 1

Results: Recall

Improvement	Same	Deterioration
50%	48%	2%



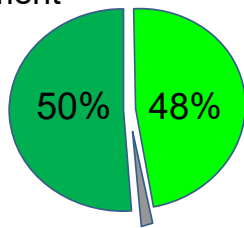
Example Two, Version 2

Deterioration
2%Same
48%Improvement
50%

Example Two, Version 3

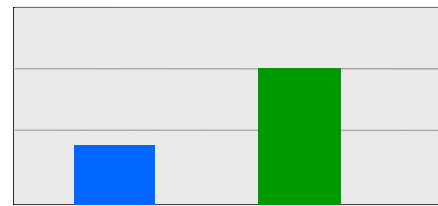
Improvement

Same

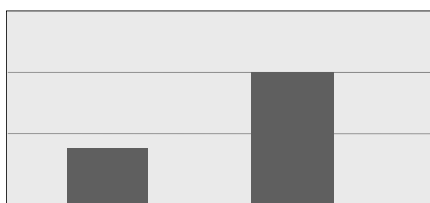


Deterioration

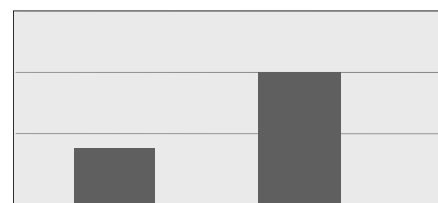
Control
Substantin



Control
Substantin



?

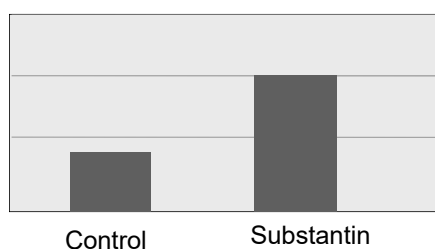
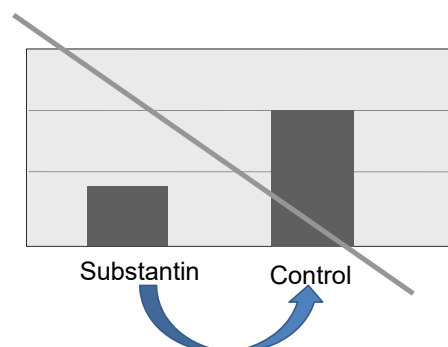


Control

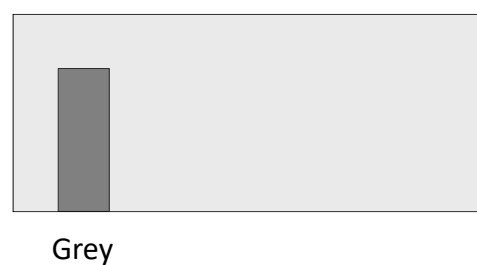
Substantin

Do **not** "copy and paste"
files or scanned documents
into your key charts

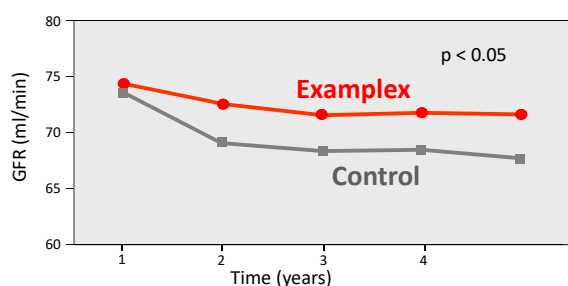
...



Placebo or Control: Color



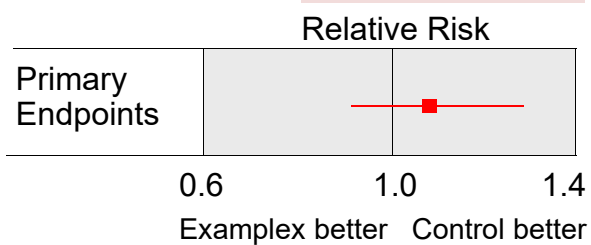
Statement Below Diagram

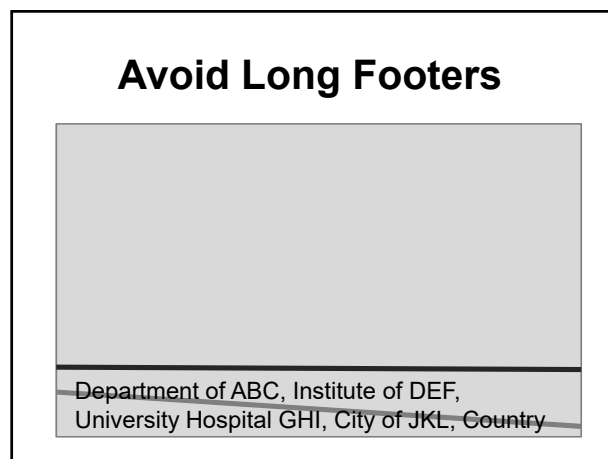
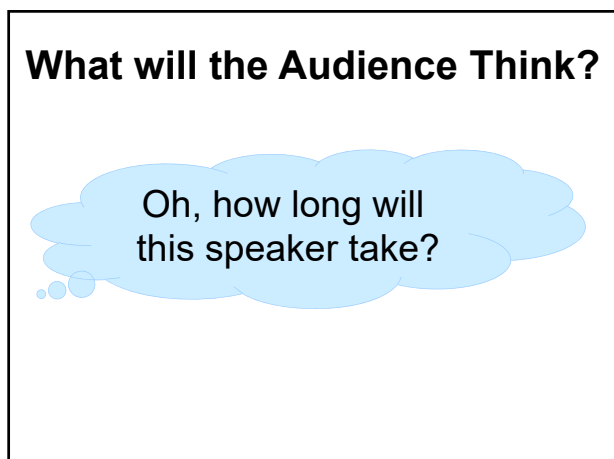
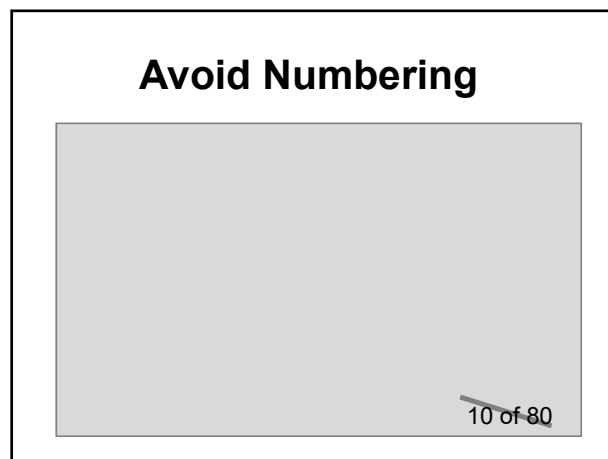
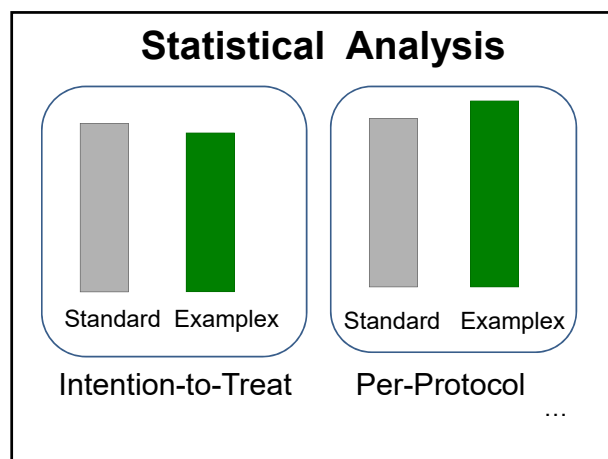
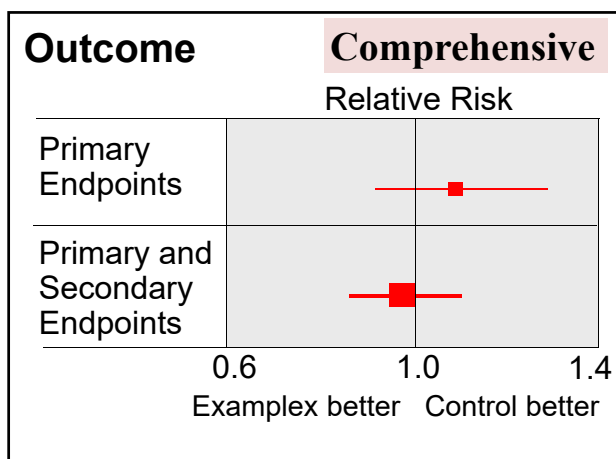


Examplex helps to maintain renal function

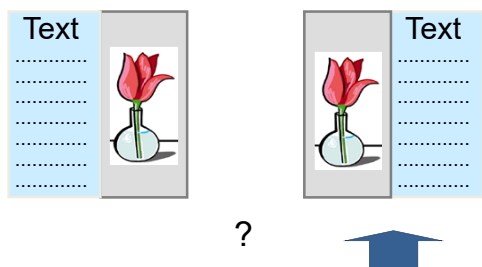
Outcome

Selected aspect

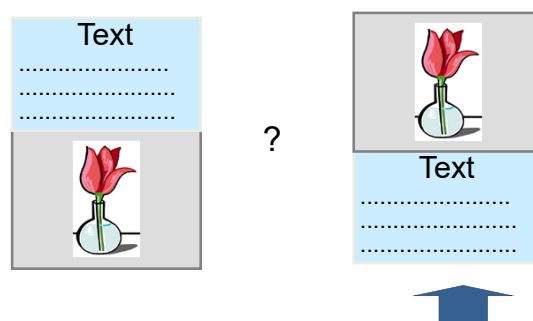




Layout (Vertical)



Layout (Horizontal)



Animation

Use sparingly

Best: Wipe

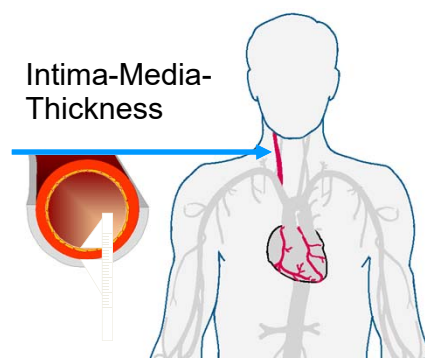
Use images



Intima-Media-Thickness

Intima-Media-Thickness

Intima-Media-Thickness



Impact

- 1) Visual elements (pictures ...)
- 2) Headlines, statements below pictures
- 3) Subheadlines, bullet points
- 4) Regular text ("copy", "Fließtext")

Design



Resist the Temptation

- Embellishments
- Decorations
- Ornaments
- "Make it beautiful"

Keep it clean

Communicator

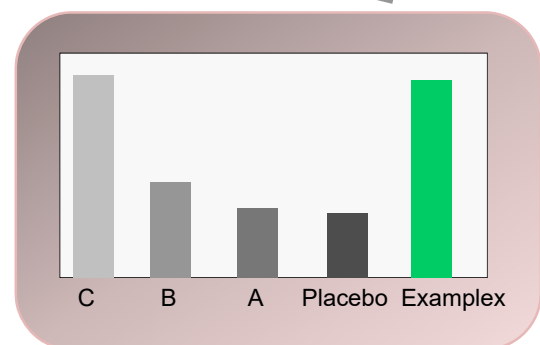
~~FANCY
Colourful
Decorative~~

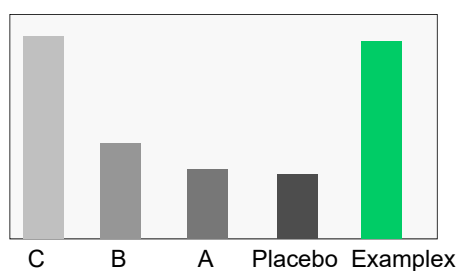
Clean
Compelling
Straightforward

~~Circus Look~~

Impact

Frames





Emotional Impact



Tell a Human Interest Story

Case Study



- Patient
- Physician
- Investigator
- You

Voice



Preserve Your Voice

- Do **not** drink iced liquids
- Do **not** smoke

Before



- Stretch your mouth
- Do "vocal warm-up"
- Try humming a tune (mmmh)

"Happy Horse"

During



- Avoid frequent throat clearing
- Articulate clearly and precisely
- Speak slowly

Body Language



Non-Verbal Communication will

vitalize and energize
your presentation

You are ***not*** a statue

You are ***not*** a robot

Act in a natural way:
Brings life into your speech

Tips

"Stage Manners"

Positive Attitude



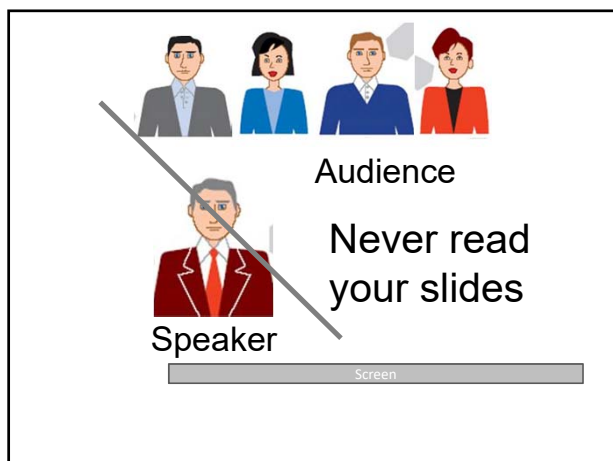
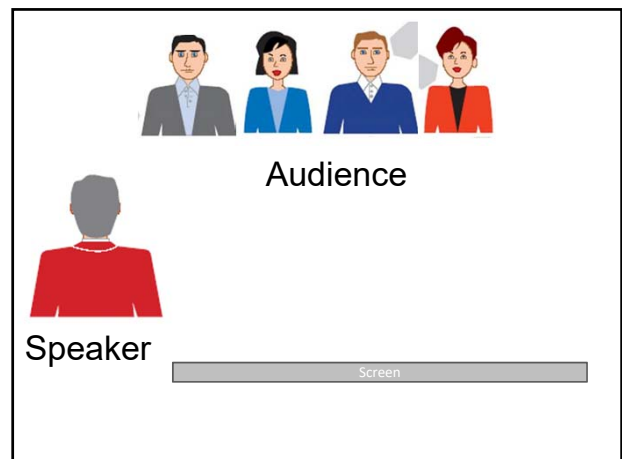
Be optimistic
Be encouraging




Smile

But avoid "frozen grin"

Face the audience

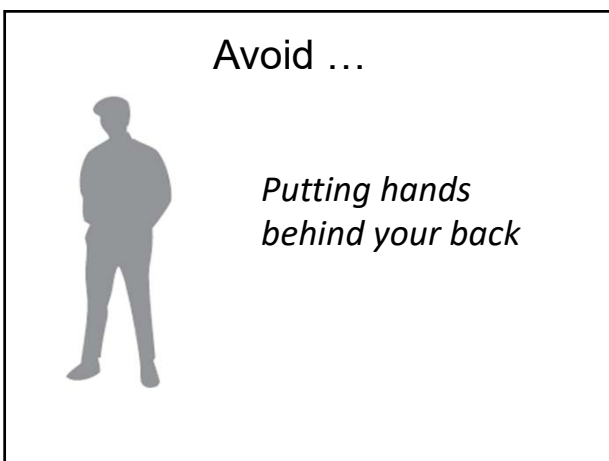
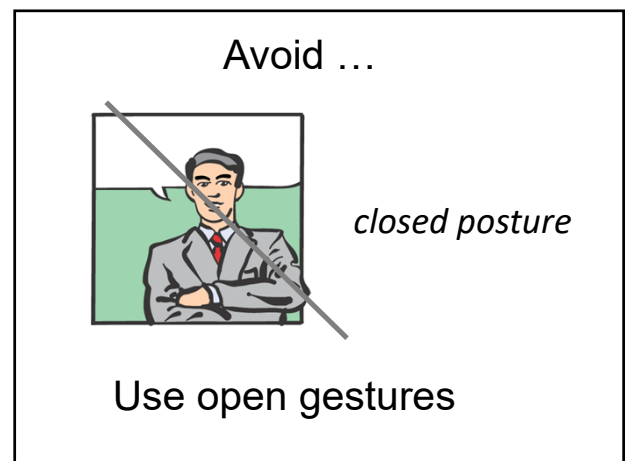
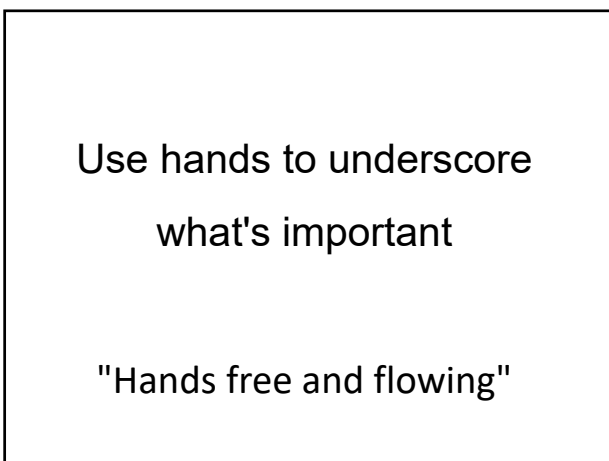
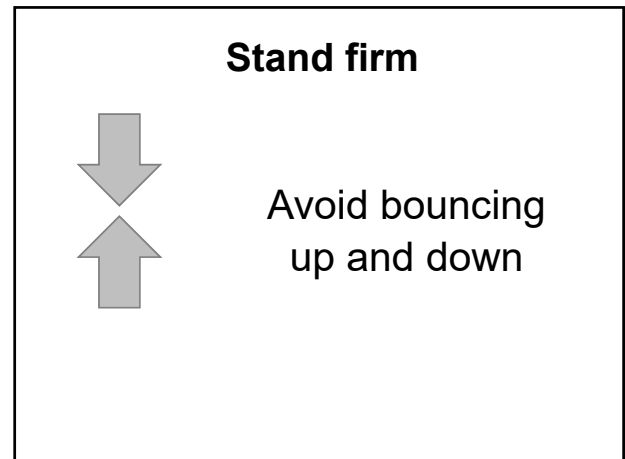
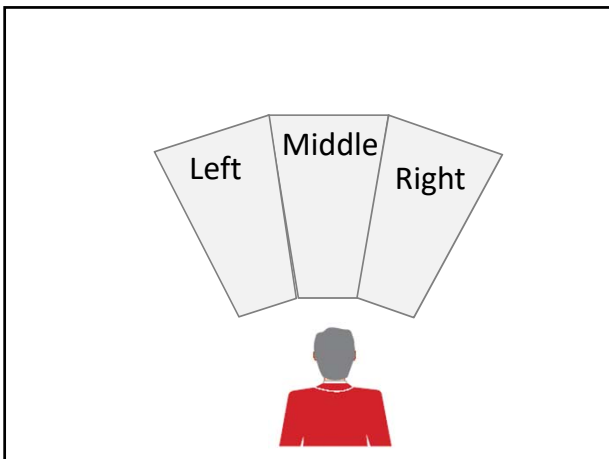


Do **not** look at your notes
the whole time



Keep eye contact

Catch the eyes of
different listeners
in **all** parts of
the audience



This helps you avoid
distracting hand motions
like ...

Rubbing your nose

Pushing back your hair

(watch videotape)



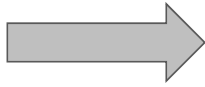
Nod while listening

Give people "thinking time"



Silence
"Pause"

An underused, but
valuable technique



The secret to make
your presentation look

easy, elegant, effortless

Be prepared
Practice

Practice Your Presentation

There are always 100 good
reasons and 1000
distractions for **not** doing it

...

Time



Make it a priority:
Invest the time
Invest in yourself

...

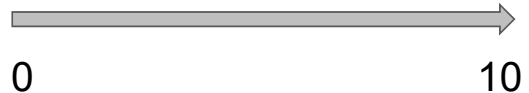
Takes discipline and commitment

Intention vs Practice

I am willing
to rehearse

Most people

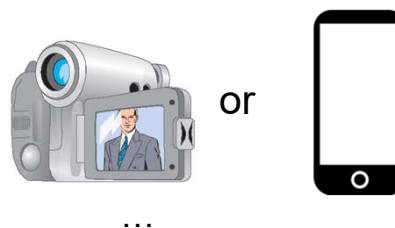
Number of actual rehearsals



Use Every Opportunity to present to a live audience

- to colleagues
- to friends
- to your significant other

Ask someone to record you



The Way to Grow

The first time I got videotaped:
I felt embarrassed and
awkward when I watched me

Duration of Recording

Your rehearsed version should
be **shorter** than the time
allotted

If you sound rehearsed:

You did **not** rehearse enough

Exercise

- Rehearse
- Polish
- Refine

You win or you learn

"We do not rise to
the level of our hopes.

We fall to the level
of our training."

Training will empower you

Check the time



Look at the clock to see
how many minutes you have

Option

Have someone in the
audience make a signal:

5 min

3 min

1 min



Great speakers always
finish on time
(or one minute earlier)

...

Humour

Only if you are good at it

Closing Section

Plan time for ...



First Wake up call

Examples

"What does it all mean?"

"In conclusion ... "

"What are the implications?"

Conclusions

Chart

Practical, concrete, actionable

"Take home message"

Example

"This is a unique study
because ..."



Second Wake up call

Summary

Chart

"Let's summarize ... "

Final Chart (Optional)

Email address

(if you want to keep in touch:
Ideal for networking)

Website

(if you want to provide
a download)



After

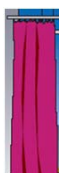
Be Accessible

Be available after the
presentation so people
can ask you questions



Answer emails if
you received any

Specific Challenges



Scenarios and
possible interruptions



A participant wants to show his
extensive knowledge by asking
a lengthy "question"

Let us discuss that at
coffee break ...

Do **not** allow extended audience debates during your speech

(chairman should ensure it)

Note:

Do **not** throw hard objects into the audience

(AFCP)

There is legal / regulatory pressure to add many details to your charts: What to do?

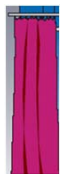
- 1) Put details in the footnotes in a small font size
(audience can hardly see them in the presented version)
- 2) Put details in the "back-up" section of your slide deck
- 3) Prepare two versions:
"Personal one" → Giving your presentation
"Documentation" → Electronic or printed hand-out



Electronic presentation breaks down

You have a plan B:

Written notes ...



Previous speakers have run overtime

You realize you will **not** have the time to show all charts

Be flexible:
Shorten your presentation:
Skip certain charts ...

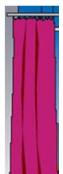
Remember

No one knows how
many data you wanted
to present originally

Always cut material out from
the **middle**

Never cut the **end** of
your speech

Jump directly to the
"Conclusions" Chart



No one is asking
a question

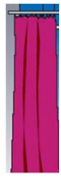
(A good chairman would jump in) ...

"Bring your own"

Example

"A frequently asked
question is ..."

"My answer ..."



One speaker has ***not*** come and the chairman asks you to present a bit longer



Question

Now, that is a really great question. Let me ...

You are the chairman

≠ speaker

You

- let the other speakers shine
- ensure adherence to program
- facilitate the discussion

When you need time to think



Drink
some
water

Review: Laying the Groundwork

Preparatory Phase: Planning the Presentation

Focus on the essential slides
How to captivate the audience
Develop a strong stage presence

Language and voice

Use compelling words and sentences
Affirmative statements
Rhetorical options
Tone of voice

Performance and platform skills

Develop a strong stage presence
Connecting with audience members
Enhance impact
Stay on time
Non-verbal communication

Create a Masterpiece



Great things are done
by a series of small things
brought together

It gives you a personal
competitive advantage

Enhances your personal standing

(Independent of place in the hierarchy)

Visualize

Imagine you giving
a great presentation

How do you know that
you are moving in the
right direction?

You are invited to give
more presentations



People gravitate
towards you

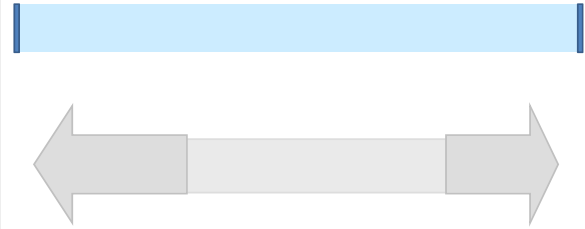
Final Advice

To realize your full potential

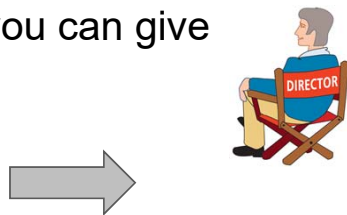
Prepare
Show up
Perform
Go home

Adapt everything to
your **own personal** style

Leeway or Latitude



Create a presentation
that **only** you can give



Even if another speaker
had identical slides, people
would still come to see **you**

Rise to New Heights



No one can
predict to what
heights you
can soar

Even you will not know until
you spread your wings

Free Tips and Ideas

Checklists, Audios, Videos

www.umbachpartner.com